



A Comprehensive Tobacco-Free Campus Initiative

EMORY



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Purpose



Illustrate the creation and implementation of a campus tobacco-free policy.

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Overview



- Background
- Methods
- Results
- Discussion
- Implications for Real World Academic Communities

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Background



- State of Georgia
- DeKalb County
- Emory
 - Health Plan Steering Committee
 - Tobacco Free Task Force
 - University Senate

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Methods



- Key Players
 - Variety of locations, departments, functionalities
 - Leadership, faculty, staff, students
- Timeline
 - Feb 2010: President's initiation of transition
 - Sept 2010: First Task Force meeting
 - Apr 2011: Policy announcement
 - Jan 2012: Policy enactment
 - Aug 2012: Removal of temporary tobacco areas

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Methods:

Tobacco Free Task Force



Subcommittee	Objectives
Data & Research	<ul style="list-style-type: none"> • Conduct focus groups • Contact and interview universities that have implemented a tobacco free policy • Gather benchmarking data
Education, Promotion, Cessation	<ul style="list-style-type: none"> • Recommend and implement cessation resources • Develop education/promotion campaign
Facilities	<ul style="list-style-type: none"> • Determine and recommend facility changes necessary for Emory to become a tobacco free campus
Communications	<ul style="list-style-type: none"> • Communicate policy prior to implementation • Identify key stakeholders and specific tactics to reinforce communications • Develop key messages and rationale supporting the policy • Publicize Emory's tobacco-free policy to external media
Policy & Enforcement	<ul style="list-style-type: none"> • Develop policies for faculty and staff and one for students • Develop recommendations and timelines for enforcement of the policies
Alumni & Visitors	<ul style="list-style-type: none"> • Identify constituencies other than faculty, staff & students who will be impacted • Develop communication plan to each constituency

TEMPORARY LOCATION

FOR A LIMITED TIME temporary locations are provided for tobacco use as Emory prepares to go to a completely tobacco-free environment. These locations will be removed in August 2012.

 Tobacco use is limited to temporary locations.

GET ASSISTANCE:

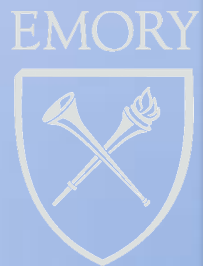
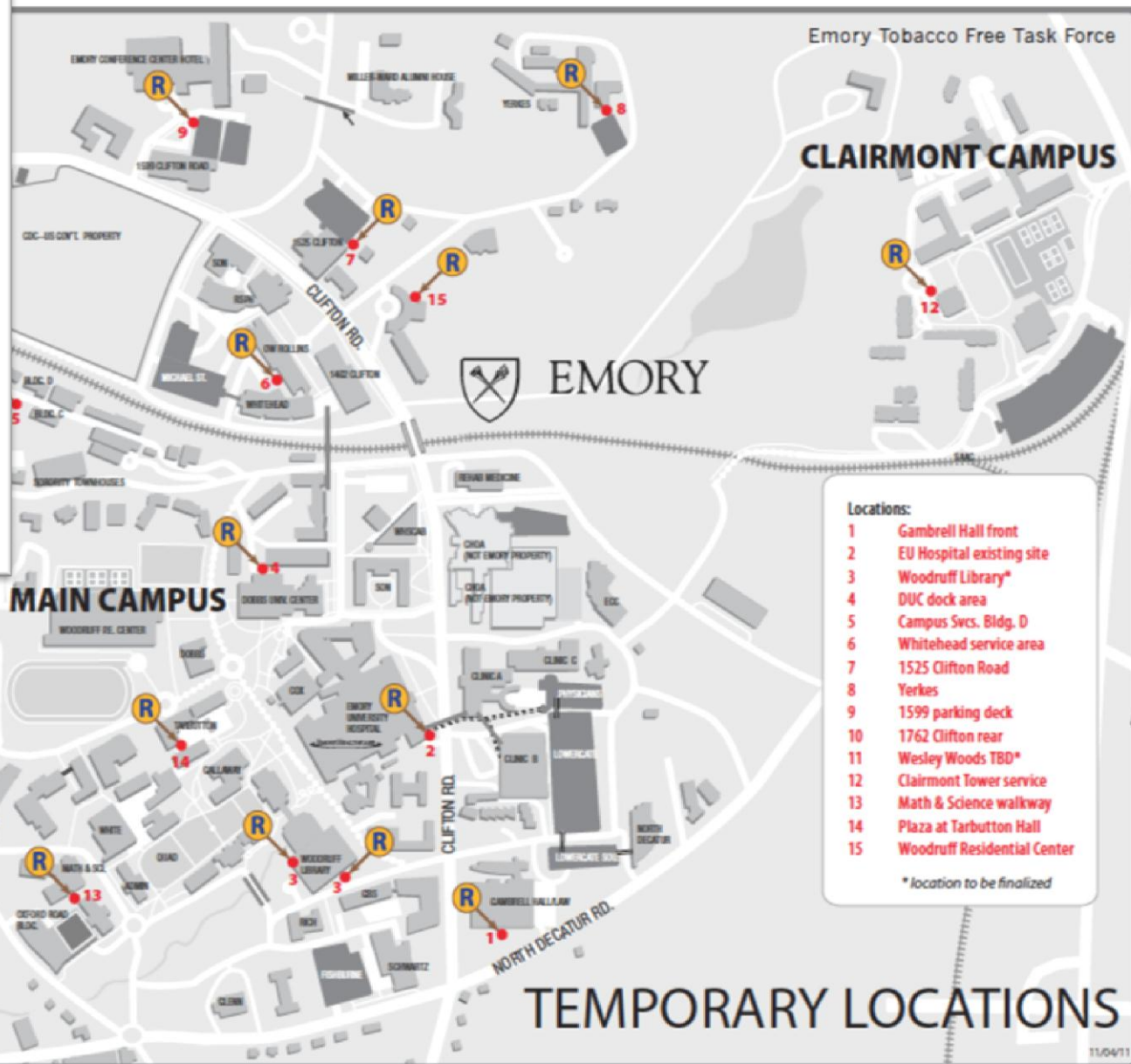
Students—contact Student Health Services
404.727.7551

Faculty/Staff—contact Faculty Staff Assistance Program
404.727.WELL

*Tobacco free for
learning, living, working and caring*

www.tobaccofree.emory.edu
for cessation programs and more information

Methods: Temporary Tobacco Areas



Methods: Communications

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UNIVERSITY

Tobacco-Free Emory
www.tobaccofree.emory.edu

[HOME](#) | [PERSPECTIVES](#) | [HOW TO QUIT](#) | [FAQS](#) | [STUDENTS](#) | [ENFORCEMENT](#) | [FEEDBACK](#)

Tobacco-Free Links

- [Emory's Tobacco-Free Policy](#)
- [American Cancer Society](#)
- [ACS's Guide to Quitting Smoking](#)
- [American Lung Association](#)
- [American Lung Association in Georgia](#)
- [Georgia Cancer Coalition](#)
- [Surgeon General's Reports on Smoking and Tobacco Use](#)
- [Smoke Free DeKalb](#)
- [CancerQuest](#)



Tobacco-Free Emory

Emory became a tobacco-free campus on January 1, 2012.

[READ THE POLICY](#)

[LANGUAGE FOR CONTRACTS WITH VENDORS](#)

Do you need help quitting tobacco?
Emory recognizes that quitting tobacco use can be a significant personal challenge, and that tobacco-cessation programs are an integral component in implementing this policy. [Learn more.](#)

More Information

Smoking Quick Facts



**Coverage Area**
COVERAGE AREA ►

**Emory Research**
EMORY RESEARCH ►

Policy →

Resources {

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Methods: Communications



Campus Perspectives on Tobacco-free Emory



Methods: Cessation Resources



- Freedom from Smoking
 - 8-session behavioral therapy group
 - American Lung Association
- Quit for Life
 - 8-week supply nicotine replacement therapy (patch or gum)
 - Phone/web support
 - American Cancer Society & Alere Wellbeing
- Tier Zero medications
 - Chantix (GetQuit program provides online and telephone support)
 - Zyban
- Individual counseling
- Tobacco Free Support Group and Listserv

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Results



- Tobacco Free Environment
 - Definitions
 - Enforcement & compliance
 - Engagement in tobacco cessation resources
 - Feedback
- Tobacco Use Surcharge
 - \$50 per month for self-certified tobacco users
 - Emory Healthcare: 2011
 - Emory University: 2012

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Discussion



- Task force meetings
- Enforcement
- Policy evaluation

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Implications for Real World Academic Communities



- Key factors
 - Executive leadership support
 - Systematic and deliberative approach
 - Robust communications plan
 - Sensitivity and support
- Anticipate positive and negative feedback

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Questions



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